SERVICE BLUEPRINT

A service blueprint diagram organized into phases PRE, DURING, and POST, with the following swimlane rows:

- **STAGE**: Planning, Inviting, Introducing & Selecting, Outline, Developing, DIY, Herbs and Hero, Wander Space, Nature Bingo, Move, Writing Feedback/Giving (Superlime), Coloring Tabs (wrap) & Photograph, Payment & leave, Acknowledgement, Collecting Items Reminder, etc.
- **EVIDENCE**: Email, Social Media Page, Invitation Card, Registration Desk, Invitation Card, Text Message, Badge - Wanderer & Explorer, Guide Book, Soulfree Signage Record, DIY & Herbs and Hero Board, Nature Hotel Set-up, Nature Bingo Sheet, Nature Badge for Wanderer, Return/Address Description Board, Nature Reference Names, Feedback Book, Video Area Start, DIY Take-away, Payment/Receipt Text Message, Digital Photograph, Reminder List
- **CUSTOMER JOURNEY**
- **LINE OF INTERACTION**
- **FRONTSTAGE**
- **AGENT ACTIONS**
- **INTERACTION POINTS**
- **LINE OF VISIBILITY**
- **BACKSTAGE ACTIONS**
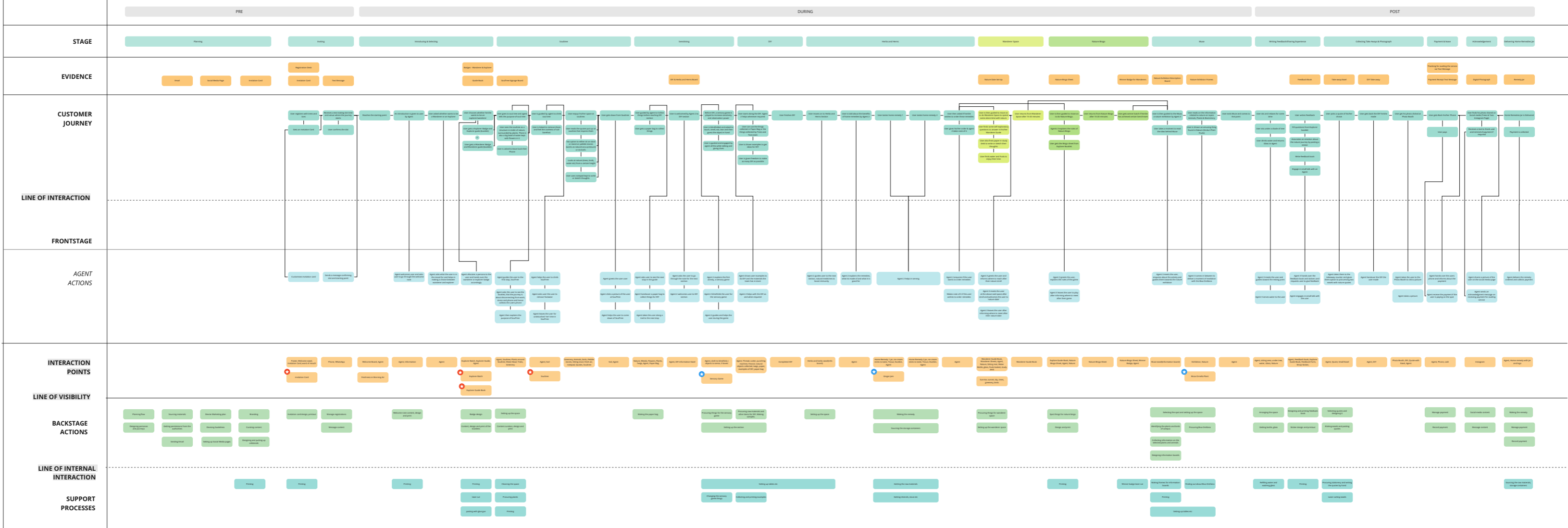- **LINE OF INTERNAL INTERACTION**
- **SUPPORT PROCESSES**

Legend:
- ⊗ TOUCHPOINTS : Soultree - Location (Unexplored area. secluded, remote, less intrusion) | Invitation : unexpected | Guide : Wanderer, explorer | Badges
- ◉ MOMENTS : Bixa Orellana : moment of revelation | Sensory Game : moment of delight | Ginger Jam: moment of delight